

The Chaco Culture Park as a benchmarking tool for assessing the development of Kláštorisko (Slovakian Paradise National Park) as a destination

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ABSTRACT

The paper describes Kláštorisko – archaeological and geotourist locality and national monument situated in National Park Slovakian Paradise and the improvement of the destination through implementing the model of the Chaco Culture Park, New Mexico. The application of this model, that manages geotourist sites, archaeological and cultural sites, could be used as an example for upgrading the Kláštorisko as a destination. The paper proposes a new image and marketing strategy for Kláštorisko as a destination.

Keywords: American National Historical Park & Monument, Native American culture of US southwestern, open-air museum, hermit's monasteries, National park Slovak Paradise & Kláštorisko national Monument, destination's marketing strategy

INTRODUCTION

Locality Kláštorisko is situated on Devil ledge (headland of Glack plateau) on the north side of the Slovak Paradise National Park. Kláštorisko is a part of cadastral unit area of town Letanovce, which is a part of Spišská Nová Ves district. High plateau Kláštorisko is a part of the Slovak Paradise National Park which covers an area of 32 774 ha (19 763 ha area and 13 011 ha buffer zone around the park), and the building complex of the Carthusian monastery covers an area of about 1ha [11].

The mentioned locality is favorable opportunity to unite all the beauty of surroundings and enormous historical value of the spot. The other case is constant lack of capabilities to utilize facts in favor of tourism. In that way, an American national historical park is lighthouse in which light we can see how to do it. Last but not least, it is necessarily to conceive, that actual Slovak legislature puts strict limits to exploitation of national's park ground in favour of tourism developers. Regardless

of, that by this way, we lost perspective to deepen educational aspect of tourism activities.

AMERICAN NATIONAL HISTORICAL PARK MODEL

The first American national park was established in 1872. National Park Service is a federal agency, operating since 1916. It represents almost one hundred years of managing the entire network of localities, important for their culture – historic or natural potential. The Americans dispose an indisputable „know – how” in ways of managing such localities, which helps them to create from many places, attractive destinations of tourism, and so increase the visit rate and thereafter profits from tourism. There are 391 of such places, of which 58 are national parks, all operating under certain hierarchy. Equal juridical institute is used for protecting natural beauties as well as cultural and historical heritage of the past (national and national historic park).

As a potential source for possible innovations of operating a monument as the Klasterisko site we have chose the Aztec Ruins National Monument, in New Mexico (Fig. 1). They both have a certain typological relationship, and that is, they are sites with a major spiritual background. Coincidentally the life in Pueblo, of the Native American nation - the Anasazi, came to an end approximately at the same time, when on the „other side of the world“, in Klasterisko a chartreuse is being built (around the year 1300).

Aztec Ruins National Monument, declared in 1923, is a part of the nearby Chaco Culture National Historical Park and is, since 1987, added to the UNESCO (United Nations Educational, Scientific and Cultural Organization) list of World Heritage Sites. In USA there isn't any substantial law difference between National monument and National historical park. The president can announce certain object as a National monument, unlike a National historical park, without a participation of the American congress. National parks have higher protection level and are more generously materially supported. [1]

Pueblo Anasazi, which constitutes a respectable entity, approximately four hundred rooms linked together and several other ritual and cult-related objects, leads an educational trail, allowing - using a guide-book – an ideal observation of the monument. It takes around one and half an hour to complete a self-guided walk. In case of the Aztec Ruins, as it is a standard at American National historical parks, information and services are provided by the visitor centre. The centre has its own video presentation, in which a video document about the history of pueblo, and the Native American culture which built it, is projected all day. A part of visitors centre there is a bookshop that sells books, guide-books and souvenirs. Special attention is dedicated to students and teachers. There are lots of educational materials and replicas of found artifacts, at disposal in the visitor centre, which makes this archeological locality an

excellent „outdoor classroom“. In close vicinity of the monument there is a fully equipped camp and the surrounding area provides many sufficient housing capacities. The management of the National monument satisfied the American leisure time exploitation manners by creating a surface directly in the monument area, suitable for picnics.

Results from the questionnaire, realized between March 2003 and February 2004 by team from Northern Arizona University, are that almost 90 % visitors are adults, creating three member groups, and most of them coming with their families. They came not only from surrounding region, but from around the whole country. Two thirds of visitors stay up to one or two hours. The most important reasons for visiting the monument are, by the respondents, the desire to view archeological excavation site, learn how the people lived in past and so satisfy their curiosity. The most interesting is considered to be a walk linked with a disquisition and the visit of the ceremonial place - The Great Kiva. The visitors use the description of the site using a guide-book, which also enables familiarization with the museum artifacts and with the educational lectures [2]. The success of this solution shows that America's National parks are to become a really living open - air museum.

CHACO CULTURE NP & AZTEC RUINS NATIONAL MONUMENT

Aztec Ruin National Monument (Fig.1) is situated 3,2 km from the center of Aztec, which lies near Farmington in the San Juan district northwest of state New Mexico close to the US 550 road, that leads to Durango in state Colorado. Main settlement is a part of 11 hectare large complex, which also includes several minor yet uncovered archeological sites, visitor centre and a picnic area. The whole locality has 127 ha. Border of the national monument is reaching to the suburb of Aztec town [3].

The site was declared Aztec Ruin National Monument on January 24, 1923. When the boundaries changed, it was renamed to Aztec Ruins on July 2 that same year. As an historical property of the National Park Service the National Monument was, on October 15, 1966, administratively listed on the National Register of Historic Places. Aztec Ruins was added to the UNESCO list of World Heritage Sites, as part of the Chaco Culture National Historical Park, on December 8, 1987 [4].

Construction of the Aztec settlements began in the late 11th century. It had two distinct phases separated by many decades of inactivity and ended around 1300. Residents have moved from here probably to adjacent regions, as did the other Pueblo Nations from the Rio Grande valley (at the present time Hopi and Navajo reservation in state Arizona), as a result of drought and loss of soil fertility in the surrounding

region. The settlement was ruined, slowly covered with desert sand and remained unvisited until the half of the 19th century. Rediscovering is dated to 1859. After years of sporadic pilferage and later after many archeological diggings the place finally became protected, when it was declared National Monument in 1923. This place is still sacred for many tribes of the southwest USA. Peoples, who came after the Anasazi, mistakenly believed that a wondrous building like this could be built only by the legendary Aztec people. So they called this place „Aztec“ and this wrong naming kept even after the discovery that the true builders were the ancestors of many tribes of the southwest of New Mexico. Peoples, who built „Aztec“ and the other places, were named „Anasazi“. Archaeologists borrowed this word from Navajo language, in which it means „ancient people“, and popularized its using. Aztec Ruins, built and serving for more than 200 years to



Fig.1 Aztec ruins (Chaco culture National Park); **Source:** www.billhusler.com

the largest community of Puebloans in the Animas river valley, were concentrated on and under the terrace of this river. Here were built several different buildings called „great houses“, and many smaller buildings. Each of the „great houses“, is linked to „great kiva“, which is a massive circular chamber used for spiritual ceremonies [5].

Aztec ruins locality is large and consists of a number of interesting objects (Fig.2). The great house is three floors high and longer than a football stadium. There are more than 500 rooms in there. The great kiva is about 12 m in diameter. About 600 meter long route leads the visitors through the West Ruins, to an uncovered great house. More than 400 together linked rooms in this part are built around an open square, on which dominate a massive tower built from sandstone. It is more than 9 m high. Many rooms contain original beams made from spruce and pine trees brought from distant mountains. Archeologists uncovered and restored the great kiva on the square, which even now evokes the feeling of the original sacred area. Excavation and uncovering the West Ruins in the early 20th century uncovered thousands of well preserved artifacts, which lighten the dark past of the life of Ancient Pueblo People. Objects made from stone, wooden tools, ceramics and jewelry made from turquoise, obsidian, and shells, which tells us about large using of the local resources and trading with them. Aztec Ruin National Monument unites modern people with the past and traditions. Many Native Americans from the southwest of USA are still in deep spiritual bond with this sacred place through spoken traditions, prayers and ceremonies [6]. Ground plan of the locality is large and quite complex (Fig.3). Near the entrance there is visitor centre which has a small bookshop, museum and video presentation plus information about local wildlife and plants. The exploration of the park can be done only throughout accessible trail. Most of the main village, and all the rest of the site, is

closed to the public, admission allows tourists to walk a short, self-guiding trail through selected areas. The self-guided walk takes around 30-40 minutes depending on the number of stops. It first leads to a high viewpoint of the village, then follows along the outside of the west walls to a small separate structure „the Hubbard tri-wall site“, which has partially buried remains of an unusual „kiva-like“ building with three concentric circular walls. The trail then returns to the main ruin and passes through several ground floor rooms which still have complete roofs, into the main plaza and past several other rooms, finally returning to the visitor center via the reconstructed “great kiva” - almost 15 meter wide, rebuilt in 1934 [7].

The visitors of the park are mostly residents of the nearby states (Arizona, Colorado, and Texas) and descendants of the aborigine residents of this place (New Mexico), who have a big spiritual bond to this place. In years 2003 – 2007 the park was visited by almost 200 000 visitors [8].

Admission to the archeological complex is charged. The entry fee is used for various projects in this locality, like example reconstructions, changes and repairs of the canalization, repairs of the roofs etc. Entry fee is \$5 per person. Admission is free for children aged 15 and under. Interagency Annual, Senior, Access, and Volunteer passes are honored. The pass holder and up to three adult guests are admitted free of charge. Some educational institutions are eligible for a fee waiver [9].

Aztec Ruins National Monument is open 8:00 to 17:00 most of year. Park is closed during Thanksgiving, December 25th and January 1st. Services, like boarding, lodging, and merchandising with traditional Puebloan products, are provided in nearby towns Aztec, Bloomfield, Farmington, and Durango. Directly in the Aztec Ruins locality a visitor centre complex is situated, in which tourists can find an information office, souvenir shop, bookshop, video projection used for projections and

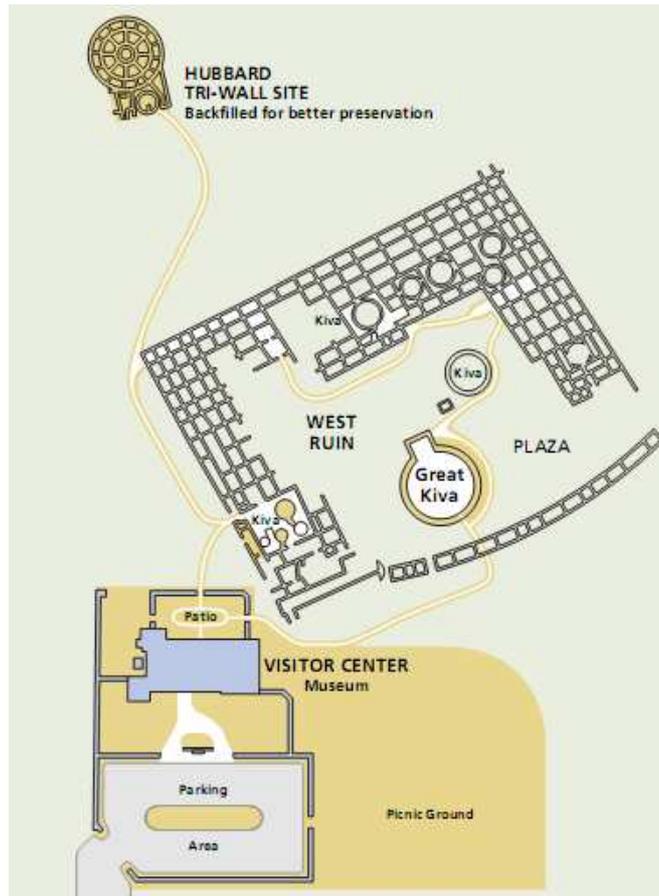


Fig.2 Aztec Ruins Plan; Source: www.americansouthwest.net

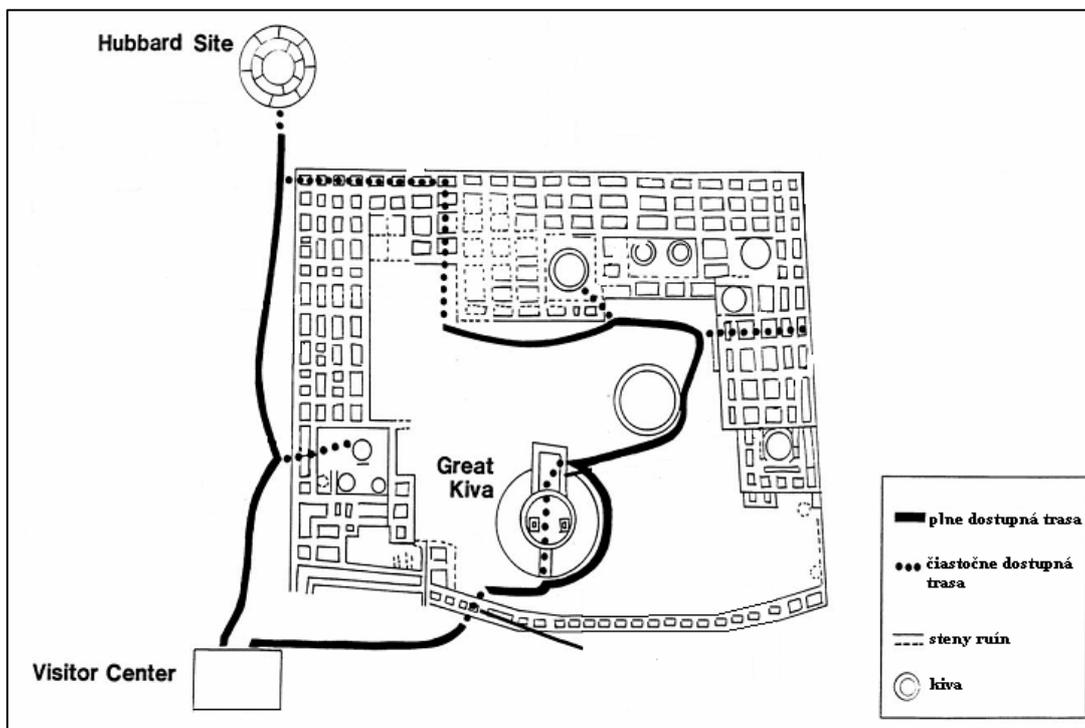


Fig. 3 Trail Accessibility Map; Source: www.nps.gov

presentations, spaces with collections of artifact replicas, and ruins areal and museum models.

For mobility-impaired visitors the visitor center, restrooms, picnic tables, and much of the trail is wheelchair accessible. Even the “great kiva” is accessible, but only for wheelchairs with maximum width 73 cm. Visitors can borrow a park wheelchair in the visitor center. For hearing-impaired visitors a printed trail guide is available for the self-guided tour. The regularly presented video program plays in closed-caption format. With at least two week notice a sign language interpreter is available. For sight-impaired visitors a sculpture of West Ruin and replica artifacts are available for handling in the visitor center. Portable cassette players allow blind visitors to take a self-guided audio tour. Large print trail guides aid visitors with limited vision [10].

Attractions and options for spending leisure time in Aztec Ruins National Monument

Self-guided trail – it takes about 40 minutes depending on the number of stops, it is a walk around the “great house” complex, around his together linked rooms which still have complete roofs. The trail includes view of the “great kiva” reconstructed and used by the descendants of aborigine Native American Puebloans for spiritual ceremonies.

Picnic – there is a picnic area in the complex so tourists can enjoy this favorite American activity in the Aztec Ruins.

Museum – the archeological research enriched museum with lots of artifacts, which illustrate the way of life of the aboriginal peoples. During the museum visit tourists can see well-preserved products made of materials like turquoise or obsidian, and they can also see the methods how they were processed.

Bookshop – a little store in the visitor center offers wide assortment of publications about the Aztec Ruins, the place where the lies, and about the life of the people who built them.

Video-presentations – regularly are in the visitor center presented presentations about the locality (history, architecture, religion, fauna, flora, etc.). This audio visualization is interesting and popular especially by handicapped persons (closed-caption format).

Ceremonies – the descendants of aborigine Native American Peoples from New Mexico are regularly meeting in the ceremonial rooms (kiva), to honor their ancestors, to keep their traditions and to strengthen the bound with the past.

SLOVAK PARADISE NATIONAL PARK & KLÁŠTORISKO NATIONAL CULTURAL MONUMENT

On October 5, 1993 was the archeological locality Slovak Paradise raj – Kláštorisko – Lapis refugium (Halštadt hill-fort, Medieval refugium, Carthusian monastery) written (under number 10745/1-3) into the General inventory of the Monuments Board of the Slovak Republic (ÚZPF) and gained National Cultural Monument status by the resolution of the Ministry of Culture no. MK SR-2258/93-32. By the registration in ÚZPF the monument gained an opportunity to participate in the grant program “Restore your house” and to draw financial resources for its renovation and research under the terms specified by the Regional Monuments Board [12].

Thanks to a more systematical archeological research we now know the history of this locality since the Stone Age. The place, as well as other places in the vicinity, was several times colonized since -prehistoric ages. The great Moravian settlement can be situated into a housing agglomeration around the Čingov hill-fort in cadaster Spišské Tomášovce. An important residence was located in the foreland of Kláštorisko on the Zelená hill, where in the first half of the 13th century, noble Marcel started a castle construction, which was named after him. Location that is more than 200 meters above the river



Fig. 4 Ruins of Kláštorisko, **Photo by:** Authors

Hornád was a natural defense for the hillfort, on Devil ledge, in the New Bronze Age. Up to this day, two simultaneous ground waves, remains of fortifications 130 meters far from each other, can be seen directly on the western slopes of Kláštorisko uplands.

These fortifications were constructed during the age of the Hallstatt culture (8th – 5th century B.C.). But there can be found even more significant fortification, 500 meters in length, which to this day separates high and lower uplands of Kláštorisko [13].

The uplands of Kláštorisko were during the Tatar invasion in 1241, thanks to their inaccessibility, a safe refuge for inhabitants of the surrounding area. And this is the name (Lapis refugium – refuge Rock) in which it is known up to this day. This enduring gratitude for salvation in those hard times convinced Prior Jacob to give this place to the Carthusian Order, so that they could build a monastery there. The charter was published in Spišska chapter house on December 19, 1299. The

construction began in 1305 and two years after first Carthusians (from Žiče in Slovenia) appeared in Kláštorisko. After that, the local community established a monastery („Red Cloister“) in Lechnice on Dunajec in 1320. This period of monastery history ended in 1433 by Hussites incursion. The monastery remained deserted and long-lasting presence of the Hussites military divisions in the region stopped all attempts of rebuilding it. Renovation was able in 1478 thanks to Hedviga (widow of Štefan Zápoľský) and her generous support. Only she, as a gesture of special recognition, was allowed (even though she was a women) to enter the charterhouse. The robber baron Bašo, from the Muráň castle, wanted to make gain from the chaos of the civil war, which came after Turkish invasion into the Kingdom of Hungary. In 1543 he not even burned the monastery but, he decided to keep it as one of his strong points. Therefore in the same year was the monastery partially demolished and became desolated. All monks have moved to Red Cloister [14].

Approximately 1ha large area of the monastery is fortified with about 1 m wide wall with two diametrical exits: from south – gate for the walking and from the north – 2,5 m wide cart-way gate. Three of the monastery circuits are connected into one whole according to European charterhouse prototype. First the cross-hallway with nine cells and gardens. They served the eremitism way of the Carthusian brothers. This circuit was surrounded with zone of the common area, which consists of church, ambit, refectory, capitular hall and abbot's cell. The monastery community was separated from the outside world by the third circle, in which the management and hosting (hospice) of the monastery was administered. Outside of the monastery area was, at the end of the 15th century, constructed a detached chapel, which ruins still exist [15].

The visit starts with the south-side entrance. Just towards is a small souvenir shop which sells publications about the medieval chartreuses and priesthood. The place has voluntary fee. On the right side there is a hospice, which today serves as a polyfunctional area for summer brigade-turns of administration teams. Trail of the visit then leads to church of St. Ján Krstiteľ. It continues through a small cross-hallway and a paradise garden into the chapel. The next is the visit of abbot's house and cell No. 1, which is the only fully reconstructed object now serving as a mini-museum with a small exposition about the life of the Carthusians. After visiting this museum the trail next leads through a circle around several poorly reconstructed cells back to the small cross-hallway, where information boards that document the greatest discovery of historic tiles in middle Europe, are located. Visit ends near the souvenir shop situated towards the hospice.

There are no official statistics about the number of tourists visiting this archeological locality, but Kláštorisko is a part of the Slovak Paradise National Park and it is an important touristic node, so statistics from the Slovak Paradise National Park can be a

good representative source about the Kláštorisko visit rate. According to Slovak Paradise National Park management statistics of Slovak Paradise visits show that it peaks in months July and August, and the area is visited by about 200 000 tourists per year. According to results from a questionnaire survey (carried out in 2006) 50% of the respondents showed that the tourists plan to visit Kláštorisko National Cultural Monument [16].

Tourists can pay a voluntary entry fee, but there is no entry fee for entering the archeological locality Kláštorisko. No charges are set even for presentations or guides, because these services are provided by the volunteers from Kláštorisko NGO, or the "Tree of Life" NGO. Visiting the monastery is possible in the summer tourist season. Opening hours are not specified.

Boarding in restaurants with a terrace and lodging in rustic shacks, for undemanding clients, are provided by nearby private subjects. Directly in the monastery complex there is a small souvenir shop which also sells books about this place. The owner is Kláštorisko NGO [17].

Attractions and options for spending leisure time in Kláštorisko National Cultural Monument

Visit of the monastery ruins – examination of ruins takes about 30 minutes (when following the marked trail), informing and guiding provide volunteers dressed in historic period costumes. They are mostly students of history so the visit can enrich tourists with many historical facts and interesting talks about the life of the Cartusians.

Museum – or in fact a completely reconstructed house of a monk in exact size and spatial zoning. Its interior serves like an exposition about the life of the Cartusians. Inside there is an authentic kneeler, a Cartusian robe from the Slovenian charterhouse Pleterje, statue of St. Bruno, replicas of medieval tiles and a monastery complex model. The visit of the museum is a part of the monastery ruins visit.

Night in the cell – attic of a reconstructed house serves like a shelter hut. It is possible to stay overnight there (under very humble conditions) and so examine the feel of the place.

Campfire – during the summer turns there is a tradition of presentations, about the history of Kláštorisko and other information, presented by history experts

(director of the Monuments Institute, college lecturers from the Comenius University...) while sitting round the fire.

Slovak Mountains Day – every year, the first August Sunday, on the Occasion of the Slovak Mountains Day a great Mass under the Sky is taking place directly in the monastery complex [18].



Fig. 5 Monasterial church presbyterium of St. John the Baptist; **Photo by:** Authors

INNOVATIONS OF DESTINATION'S OPERATION

Kláštorisko is place of a great historic, geographic, art, religion, culture and traditions value. It is a National Cultural Monument hidden in the middle of Slovak Paradise National Park, its location is blessing and curse, it is protected against commercial playing down of spiritual heritage, but it is also invisible for authorities that should take care of its preservation and dignified administration.

Application of American national historical park model, in this case, is an opportunity to preserve this locality for a long time. The function of American national park can't be simulated or imitated in Slovak environment conditions, because the classification, management hierarchy, funding all of this is different. Inspiring, by the working of their marketing mix and their ways of treading historical localities as individual destinations of the tourist trade, can bring new possibilities for Kláštorisko's development.

Tab. 1 Table of comparison of the selected localities

	Aztec ruins N. M.	NKP Kláštorisko
Location	- amenity location near towns, - fast highway nearby, - good traffic accessibility.	- attractive location in NP, - insufficient traffic accessibility, - access with a car is possible only for persons lodged in Kláštorisko.
Protection of the monument	- declared National Monument in 1923, - is a part of Chaco Culture NP.	- declared National Cultural Monument in 1993, - is located in Slovak Paradise NP
Visit rate	According to sold tickets in years 2003 – 2007, the park was visited by almost 200 000 visitors.	There are no official statistics about the number tourists visiting Kláštorisko, but according to Slovak Paradise official visit rate statistics, in months July and August, about up to 200 000 tourists every year plan to visit the monument.
Entry fees	\$5 per person, children, Seniors, owners of special passes and larger groups have various discounts.	Tourists can pay a voluntary entry fee, but there is no entry fee for entering the archeological locality.
Historic value	Ruins of the 700 years old settlement have high spiritual value especially for descendants of peoples from JZ New Mexico.	Ruins of the 700 years old monastery are unique in their attractiveness and the absence of any newer constructional modifications and changes.
Attractions	They have their tradition, are variegated and cover wide spectrum of segments of the market.	They are resourceful, but oriented only for a small profile of visiting tourists and tourists can learn about them only from unofficial and unrepresentative sources.
Services	Partly provided in the visitor centre and the rest of the services are provided in nearby towns that adapt their services for tourists.	Provided services are on very low standard, even some are missing completely. Co-operation of the monument and the private subject practically does not exist.

Realization of projects, which will be worked out under this marketing mix, respecting the marketing environment, to which it will be implicated in, can bring satisfaction of monument owner (Kláštorisko n. o.) – preservation of the monument (finishing the construction of a

part of the complex, reconstruction and preservation of the archeological locality), education and spiritual upbringing (the whole proposed product of locality talks out about life, religion philosophy and history of the monastery) and on the customer side – an attractive product, and experience.

Target is to utilize those projects, which are inspired by American Aztec Ruins National Monument and which could be applied in selected locality of Kláštorisko in Slovak Paradise.

PLACE

1. arrangement of the monument and its vicinity

- establishing a stock of tools and building material,
- skiving, scrabbling and leveling of whole area,
- skiving of whole object and removing tools and building material from monastery ruins,
- construction of the picnic area (fireplace, shelter, tables, litterbins).

2. the area of archeological complex

- finishing the constructions and roofing of 2 cells,
- utilization of souvenir stand as a cash desk,
- construction of simple building for use as a gift shop with wider range of goods.

3. management of the sightseeing path

- clear and exact markings of complex parts with short description (in Slovak, English and German), direction marking and some animation or photos

PRODUCT

1. presentation of the life of Cartusians monks

- Copy-typing – exposition of medieval writing tool replicas, opportunity to write a part of the text with these tools,
- Herb collecting – exposition of herbs with description and use in medieval medication, opportunity to buy herb mixtures (spice, tea, poultices, etc.),
- Kitchen – presentation of preparation of rustic food with tasting and buying recipes.

2. history of the locality

- presentation of making the medieval

tiles with opportunity to make an own tile,

- specialized trails that are oriented to the history of locality before the construction of the monastery with a commentary about the original name of the „Lapis refugium“ – The stone of refuge.

3. souvenir shop

- the current sale of traditional souvenirs (postcards, brochures, T - shirts) could expand with souvenirs with a logo of Kláštorisko (pens, key bangles, stamps, etc.),
- expand the range of goods with specialized publications about chartreuses around the world,
- mediate and then sell traditional goods of Cartusians (for example wine and wax goods from the Slovenian Cartusians from Pleterje).

PRICE

1. entrance fee (includes entrance, guide and commentary)

- choose entrance fee for persons from 15 to 60 years á 40 SK,
- for children of 6 – 15 years á 20 SK, children under 6 years and Seniors over 70 could be entry free,
- 15% discount for groups with 10 and more persons.

2. payment for services

- all services in sections copy-typing, herb collecting and medications, kitchen, making medieval tiles (except the presentations) will be provided for fee (own transcription, taste, recipe, herb mixture, own tile),
- selling of Cartusians goods from abroad will be provided for a fee depending on the capacity of the purchase.

3. prices in the souvenir shop

- souvenir prices will be on the same price level like in the other nearby tourist centers and without additional fee,

- discount will be provided if purchasing more than 5 different goods (for example postcard, T – shirt, key bangle, book, brochure). For example 10% discount of total price of purchase.

PROMOTION

- in consideration of the high number of visitors the promotion should only inform and educate, because for now it is not necessary to it to lead tourists into visit and consumption,
- production and redistribution of guide signs in strategic places (Podlesok, Čingov, Dedinky, Geravy),
- update of website with section “Calendar of actions”.

PEOPLE, PARTERSHIP

1. manual work on the monument and its vicinity

- continue with organizing the summer turns for volunteers from The tree of life,
- utilization of activation workers for small common services.

2. animation activities with guiding and presentations

- guiding around the monument with scholarly commentary in medieval costumes is provided by volunteers from Kláštorisko NGO and Tree of life and has a long tradition,
- presentations in the several parts of the monument, in consideration of experiences, knowledge and skills, will be performed by volunteers from Kláštorisko NGO and Tree of life,
- sale of tickets in the souvenir shop will be performed, in case of insufficient number of employees, by activation workers or students (seasonal workers).

3. cooperation with other subjects

- TIC, MIC – train employees in nearby information centers about Kláštorisko, what it offers and how to present it to potential visitors,
- NKP Červený kláštor – arrange

contacts, share “know how”, offer mutual ticket and mutual product,

- Restaurant and cottage camp Kláštorisko – share the image of monastery and Cartusians (special menu, cottage in looks like the cell).

PROGRAMMING AND PACKAGING

1. creating service packages

- „Day as a Cartusian“ package (night in the cell, lunch, solitude in the cell – transcription of The Bible, praying, meditation),
- „Who are you thinking, that the Cartusians are?“ package (presentations,

view, presentations while sitting round the fire),

- „Kláštorisko or Lapis refugium?“ package (classic view, specialized view, lectures while sitting round the fire),
- „Smart Cartusian“ package (view, presentation, text transcription, tasting, recipe, 1 herb mixture, tile making + lunch).

2. programming

- a program with co-operation with the Restaurant and cottage camp Kláštorisko (ticket + lunch, special tickets for accommodated visitors, night in cottage – cell for free),
- a program with NKP Red Cloister (mutual product „By the path of Cartusians in Spiš“ – mutual discounted ticket).

CONCLUSION

The projects are based on efforts inspired by the model of American national historical parks and localities, to protect and take care about the locality. Changes and innovations are proposed not to be onerous for owner of the monument and not to harm the valuable environment, in which the monument is located. In consideration of the fact, that the owner of Kláštorisko



Fig. 6 The cell of the Carthusian monk, **Photo by:** Authors

is a non for profit organization, projects are not so expensive. Seeing that the not only the property of the institution is needed for realization of the projects, support of the local government, grant system of Ministry of culture and Eurofunds will be needed.

All projects respects cultural and natural environment of the locality. The projects are directed to environment modification of the archeological object, total reconstruction of monastery. That represents effort to create an all – society value of activities, which would vitalize the area, increase attractiveness of the locality and increase profits from tourism. The profits would be used, in accordance with the non – profit institution Kláštorisko n.o, for preservation of the monument, and renewal of the monastery area spirit.

In the end we want to point on interesting vision of the monument owner: In the future Cartusians could come back to fully

reconstructed monastery and continue with their activities in “the Paradise”, from which they were forced to leave in the 16th century.

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